

THE NEWS RAISER



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Note The Dates

- **2/1/07. AFP Membership Meeting & Program.** 11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa. RSVP deadline is Jan. 29.
- **2/6/07. AFP Audio Conference.** Noon - 1:30 pm at The Alzheimer's Association, 6465 South Yale, Suite 312. RSVP deadline is Feb. 2.
- **2/22/07. All Board Meeting, 4 pm** at Hospice of Green Country, 2121 S. Columbia Ave.

February 1 Chapter Meeting Features

Oklahoma Standards for Excellence: A New Program

Today's nonprofit organizations must tackle the job of improving and enhancing internal controls before they are confronted with tighter and stricter government regulations. How can organizations successfully meet this challenge? Come hear about the template that was developed to meet this challenge in partnership by the Oklahoma Center for Nonprofits and the National Standards for Excellence Institute.

The Oklahoma Standards for Excellence were developed to give nonprofits the tools and knowledge to be even more effective in pursuing their missions. The Standards provide a basis for self-assessment, a model for best practices, a code for self-regulation for the nonprofit sector and an empowerment tool to help nonprofits meet the highest standards of nonprofit governance, management and operations. This program will share how the Standards can be used to increase ethical accountability in any nonprofit organization.



Kate Reeves

This session is presented by **Kate Reeves, Tulsa Area Director of the Oklahoma Center for Nonprofits.** She is responsible for the Center's fundraising and special events in Tulsa and eastern Oklahoma. Kate returned to Tulsa two years ago after many years in Santa Fe, NM where she was a project director for the New Mexico Supreme Court Administrative Offices in the areas of jury reform, drug court implementation in the state courts and electronic programs that assisted domestic abuse victims with access to the judicial system. Kate is an attorney with extensive experience in federal grant writing and program design and management. She is the co-author of *Footsteps Through Tulsa*, a walking guide to the city, soon to be available in its third edition.

AFP Eastern Oklahoma Chapter Monthly Program

Date:	<u>Thursday, February 1, 2007</u>
Time:	11:45 a.m. check-in 12:00 – 1:15 p.m. lunch buffet and program
Location:	North Hall Conference Center, B.S. Roberts Room OSU-Tulsa, 700 N. Greenwood Ave., Tulsa, OK 74106
Cost:	\$15 members, \$20 non-members
Registration:	Online at www.afpeastok.org or to Ruth Richards at ruth.richards@laok.org Deadline to register is Jan. 29

2007 OFFICERS AND COMMITTEE CHAIRS

The officers and chairpersons for the 2007 Eastern Oklahoma AFP Chapter are in place and ready for an exciting year! The 2007 officers want to thank each of the members noted below for accepting the invitation to serve the membership as a committee chair.

We want and need our members to be involved and active in the chapter. Please call or e-mail (see contact information below) if you would like to serve on a committee. Also, if you have any ideas or suggestions related to the work of our chapter in the community or for AFP at the national level, please contact the president or the appropriate vice president or committee chair noted.

Please join in leading our chapter by serving in 2007! Your unique talents and commitment of time and energy will offer all of us the opportunity to grow in our chosen profession, individually and collectively as a chapter.

President	Nancy Hatfield	619-4583	nhatfield@childabusenetwork.org
President-Elect	Pam Richardson	592-3333	prichardson@thebridgesfound.org
Secretary	Kate Davis	296-3113	kdavis@tandcschool.org
Assistant Secretary	Leah Brumbaugh	382-2410	lbrumbaugh@mhat.org
Treasurer	Lori Mathis	745-5202	lori@mecgs.org
Assistant Treasurer	To Be Determined		
Immediate Past President	Stephen Mason	425-3583,237	smason@saintssimeions.org
Long Range Strategic Planning	Suzy Sharp	664-9000	ssharp@seniorline.org
Vice President – Education	Karen Senger	561-1219	karen.senger@okstate.edu
Programs	Sue Mosher	836-3600	segueconsulting@cox.net
Audio Conference	Marcia Graham	494-5491	marcia.graham@alz.org
Youth In Philanthropy	Laura Hailey-Butler	728-3913	lhb@ymcatulsa.org
Conference Co-Chairs	Barry Maxwell Karen Fraser	582-0061 748-5382	bmaxwell@yst.org kfraser@philbrook.org
Legal Affairs	Phil Lakin	494-8823	plakin@tulsacf.org
CFRE Training	To Be Determined		
Advanced Track	Brenda Michael Haggard	492-1818	development@jewishmuseum.net
Vice President - Membership	Donna Stidham	747-2273	dstidham@tulsahospice.com
Membership Recruitment	Ricky Dixon Marlo Duffy Turner	664-9000x27 594-8014	rdixon@seniorline.org mduffy@osugiving.com
Hospitality Chair	Ruth Richards	295-9412	ruth.richards@laok.org
Vice President - Communications	Larry Bartley	596-7985	lbartley@tulsalibrary.org
Newsletter	Lynn Sossamon	272-5962	lynn@sossamon.com
Publicity	David Urich	833-9813	urichda@tulaschools.org
National Philanthropy Day	Nancy Moore Susan McCalman	585-3170x20 406-8428	nmoore@dvis.org smcalman@fcsok.org
Awards & Scholarships	Fay Palma	481-1111	fpalma@hollandhall.org
Chapter Administrator	Abigayle Tobia	261-5838	Abigayle@idm-services.com

GET INVOLVED IN A COMMITTEE!

The best way to get to know other chapter members is through serving on a committee. We have several positions to fill for the 2007 year. Please contact one of the committee chairs listed below and offer your help. Positions are available for little time commitment to some time commitment – nothing overwhelming.

- ◆ **Program Committee:** contact Karen Senger at karen.senger@okstate.edu and help plan the monthly meetings
- ◆ **Youth In Philanthropy:** contact Laura Hailey-Butler at lhb@ymcatulsa.org
- ◆ **Conference:** contact Karen Fraser at kfraser@philbrook.org to help plan the annual learning conference
- ◆ **National Philanthropy Day:** contact Nancy Moore at nmoore@dvis.org to assist in planning and coordinating the honoring of Outstanding Philanthropist, Volunteer Fundraiser and Fundraising Executive
- ◆ **Awards & Scholarships:** contact Fay Palma at fpalma@hollandhall.org to help select National Philanthropy Day winners and our Chamberlain Scholarship winner

AFP Audio Conference—Tuesday, Feb. 6th

CAUSE MARKETING FOR NON-PROFITS: PARTNER FOR PURPOSE, PASSION, AND PROFITS.

This audio conference session will define cause marketing and examine its growing importance in nonprofit/corporate relationships; describe the drivers, benefits and types of cause marketing initiatives; and provide a framework for moving forward with building a cause marketing program.

Presenter **Jocelyne Daw** has worked in the non-profit sector for more than 25 years and was a pioneer in cause marketing, having established one of the first pro-active, nonprofit programs. The program was launched in 1989 and during this time she worked with more than 20 corporations including Hallmark, Kodak, Subaru, General Mills Hi-Tec and American Express developing mutually beneficial cause relationships. Ms. Daw is the author of the book *Cause Marketing for Non-Profits: Partner for Purpose, Passion and Profits*, part of the AFP/Wiley Fund Development Series.

The audio conference will be held from 12:00 to 1:30 at The Alzheimer's Association office in Tulsa, 6465 South Yale, Suite 312.

To register, contact Marcia Graham, Audio Conference Chair, at marcia.graham@alz.org or 918-494-5461 **by Feb. 2**. Feel free to bring your lunch. Cost is free for members and only \$15 for non-members.



Jocelyne Daw

The *News Raiser* is published monthly (except July) by the Eastern Oklahoma Chapter of the Association of Fundraising Professionals in Tulsa, OK.

The 2007 Chapter President is Nancy Hatfield (Child Abuse Network), the Vice President of Communications is Larry Bartley, CFRE (Tulsa City-County Library) and the *News Raiser* Editor is Lynn Sossamon, CFRE (Strategic Solutions).

The Chapter's web site is www.afpeastok.org.

Deadline for articles to be included in *The News Raiser* is the 15th of the month prior to publication. You can send articles and comments to the editor by emailing lynn@sossamon.com.

The Fundraising Effectiveness Survey to Help Nonprofits Increase Giving

The Fundraising Effectiveness Survey, launched in November, 2006, aims to help nonprofits increase overall charitable giving from current and potential donors. This partnership brings together donor software firms and several research, charitable, professional and service organizations. Sponsors of the initiative include the Center on Philanthropy, the Association of Fundraising Professionals, the Urban Institute's Center on Nonprofits and Philanthropy, and the National Committee on Planned Giving.

The survey will generate performance measures, making comparisons possible between similar organizations. There are changes in giving measures focused on gains in new donors, regaining donors who have lapsed, and donors who have chosen to raise their

level of giving. There are also change measures looking at losses in lapsed donors and donors that have given less. Measures also include total amount raised, average gift size, fundraising budget, and staff size. The AFP and Urban Institute Web sites will publish the survey results.

To participate in the survey, please visit <http://websurveyor.net/wsb.dll/33613/fepsurvey.htm>. The current annual survey will remain open indefinitely in order to create comprehensive baseline data. It asks charities to compare their 2004 and 2005 fundraising results. Participation is free and responses are confidential. Charities will be asked in February or March 2007 to compare their 2005 and 2006 results in the second annual Fundraising Effec-

tiveness Survey. For more information, contact Bill Levis at The Urban Institute (qrlevis@aol.com) or Cathlene Williams at AFP (cwilliams@afpnet.org).



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Every Member Campaign Update

THANK YOU so much for helping us
surpass our goal of \$1,000!

More than 25% of our chapter members supported the AFP Foundation for Philanthropy with a gift. We raised \$1,616 to support AFP strategic initiatives that advance ethical and effective fundraising.

Our chapter will receive a portion of these funds to support local efforts, including a scholarship to the International Conference on Fundraising.



LOOKING FOR A NEW JOB?



**Visit our chapter
web site 24/7!**

www.afpeastok.org